



Strategy

In order to stop this deadly behavior, every State and Community should be involved in the “Put It Down” effort, with all campaigns leveraging public-private partnerships in order to maximize their efforts. Below are the three key elements to embrace as we work together to get all drivers to “Put It Down”.

THE THREE KEY ELEMENTS TO DECREASING DISTRACTED DRIVING

Please remember, all campaigns should be tailored to meet your individual needs. No single approach will work in every State or community. Identify your needs and opportunities and then design your “Put It Down” effort to best meet those needs.

1. “Put It Down”.

Convincing drivers to put down all distracting devices such as cell phones, GPS, MP3 players is key to stopping distracted driving. Everyone needs to realize that they cannot pay full attention to the road while using these devices or engaging in other distracting activities.

2. Use Messages That Work.

After thoroughly examining the problem of distracted driving and the supporting data, three messages have stood out that will potentially move Americans to action. Use these key messages to help explain why “Put It Down” is so important to all of us.

- **Deadly behavior** — Thousands of people die and hundreds of thousands of injuries happen each year simply because people were not paying attention to the road. Whatever it is it can wait. The chances of causing a crash that could ruin lives is just too great.
 - **Young drivers are at great risk** — Young, inexperienced drivers, under 20 years old have the highest proportion of distraction-related fatal crashes. Their lack of driving experience can contribute to critical misjudgments if they become distracted, yet they text more than any other age group. It’s a trend that poses a growing danger, so it’s important to address this issue now.
 - **Everyone has a role** — We all have a stake in this problem and we are all part of the solution. We must focus our attention on driving, be a good example to our children, our peers, and our community, and insist that when riding with others they do the same.
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For more information and specific tools for the groups below, please visit the Get Involved section of www.distraction.gov:

- Community Group Materials
- School Materials
- Parent Materials
- Employer Materials
- Law Enforcement Materials

3. Implement a Three-Part Strategy.

In order to decrease distracted driving we must concentrate our efforts on three tracks simultaneously.

- **Public Education** — Generate awareness about “Put It Down.” Remind others that the price for not paying attention to the road is too high, and that we all have a part to play in making sure everyone keeps their eyes and mind on the road and hands on the wheel. Also, encourage community partners to join the “Put It Down” cause.
- **Legislation** — Work to encourage State legislatures to pass primary (standard) anti-texting/hand held cell phone use bans in every State.
- **Enforcement** — Support local law enforcement’s efforts to seek compliance with State’s texting and cell phone use laws. Publicize your support of law enforcement’s efforts.